



CTV Inc.
9 Channel Nine Court
Scarborough, Ontario
Canada M1S 4B5

Tel: 416.332.5000
Fax: 416.332.4580

www.ctv.ca

June 20, 2005

Ms. Diane Rhéaume
Secretary General
Canadian Radio-television and
Telecommunications Commission
Les Terrasses de la Chaudière
Central Building
1 Promenade du Portage
Gatineau, QC
K1A 0N2

Dear Ms. Rhéaume:

**Re: Application to participate in the drama incentives program on behalf of CTV
Travel, Outdoor Life Network, ESPN Classic Sports, and The NHL Network**

This is an application by CTV Specialty Television Inc. ("CTV") on behalf of CTV Travel, Outdoor Life Network, ESPN Classic Canada, and The NHL Network (the "Services") to amend the conditions of licence of each of these services in accordance with Public Notice 2004-93, *Incentives for English-language Canadian television drama*, 29 November 2004 ("PN 2004-93"), to allow them to broadcast no more than 14 minutes of advertising material in a clock hour, and to permit them to count at-risk equity investments as eligible Canadian program expenditures.

At paragraph 179 of the PN 2004-93, the Commission stated that specialty licensees could apply to amend the limitations on advertising set out in their conditions of licence so as to be eligible to participate in the drama incentives program. In paragraph 169 of PN 2004-93, the Commission also specified that specialty services which wished to include at-risk equity investment as eligible Canadian program expenditures should also apply for an amendment to their conditions of licence.

CTV therefore asks that the Commission amend the conditions of licence of each of the Services to allow them to broadcast additional advertising minutes, and to allow them to count at-risk equity investment as an eligible Canadian program expenditure. Pursuant to the directives in paragraphs 169 and 180 of PN 2004-93, CTV proposes the following additions to the conditions of licence of each service:

In accordance with the Commission's position on Canadian programming expenditures as set out in Public Notice CRTC 2004-93, the licensee shall be permitted to include at-risk equity investment in original Canadian drama in its calculation of eligible Canadian programming expenditures.

and

In addition to the 12 minutes of advertising material during any clock hour in a broadcast day pursuant to subsection (a), the licensee may broadcast such additional minutes of advertising material calculated in accordance with *Incentives for English-language Canadian television drama*, Broadcasting Public Notice CRTC 2004-93, 29 November 2004, as may be amended from time to time.

CTV appreciates the Commission's consideration of this application and would be pleased to provide any further information upon request.

Yours truly,

A handwritten signature in black ink, appearing to read 'P. Sparkes', written in a cursive style.

Paul Sparkes
Senior Vice-President
Corporate and Public Affairs

***** END OF DOCUMENT *****